

What is Claimed:

- 1 1. A network system, comprising:
 - 2 a content providing terminal for use by a digital content
 - 3 provider;
 - 4 an advertisement providing terminal for use by a provider of
 - 5 advertising content to be attached to digital content provided
 - 6 by said content providing terminal; and
 - 7 a server connected to said content providing terminal and said
 - 8 advertisement providing terminal through the Internet for
 - 9 receiving said digital content from said content providing
 - 10 terminal, collecting said advertising content to be attached to
 - 11 the received digital content from said advertisement providing
 - 12 terminal, providing information to the provider of said digital
 - 13 content and the provider of said advertising content for making
 - 14 a contract between the provider of said digital content and the
 - 15 provider of said advertising content, said information
 - 16 including a condition with regard to payment to the provider of
 - 17 said digital content, and publishing on the Internet the
 - 18 digital content with advertisement produced by combining said
 - 19 digital content with said advertising content between which
 - 20 said contract has been made.

1 2. The network system according to Claim 1, wherein said
2 content providing terminal, said advertisement providing
3 terminal, and said server communicate with each other by using
4 a secure communication protocol.

1 3. A network system, comprising:

2 a content providing terminal for use by a digital content
3 provider;

4 an advertisement providing terminal for use by a provider
5 of advertising content to be attached to the digital content
6 provided by said content providing terminal;

7 a first server connected with said content providing
8 terminal and said advertisement providing terminal through a
9 communication network for receiving said digital content from
10 said content providing terminal, and collecting said
11 advertising content to be attached to the received digital
12 content from said advertisement providing terminal; and

13 a second server for storing and publishing on the Internet
14 the digital content with advertisement produced by combining
15 said digital content received by said first server with said
16 advertising content collected for attachment to said digital
17 content;

18 wherein the provider of said digital content and the
19 provider of said advertising content establish a time condition
20 in the collection of said advertising content at said first
21 server, said time condition limiting a time period during which
22 said digital content with said advertising content attached
23 thereto may be published, and said second server publishes said
24 digital content with advertisement in accordance with said time
25 condition.

4. The network system according to Claim 3, wherein the provider of said digital content and the provider of said advertising content further establish, in the collection of said advertising content at said first server, a condition with regard to payment to the provider of said digital content from the provider of said advertising content.

5. The network system according to Claim 3, wherein said first server and said second server are configured by the same hardware.

6. An auction server for supporting a network auction to receive bids for pricing an object to be auctioned through a communication network, said auction server comprising:

4 registration means for receiving digital content and
5 registering said digital content as an object to be auctioned;

6 bid receiving means for collecting advertisement to be
7 attached to said digital content registered as the object to be
8 auctioned and receiving bids for pricing to attach said
9 advertisement to said digital content;

10 notification means for notifying a provider of said
11 digital content and a provider of said advertisement who makes
12 a successful bid for said digital content, of the result of the
13 auction after the auction ends; and

14 digital content with advertisement publishing means for
15 publishing said digital content to which advertising content is
16 attached, said advertising content being provided by the
17 provider of said advertisement who has made a successful bid
18 for said digital content at said auction.

1 7. The auction server according to Claim 6, wherein said
2 registration means accepts specified conditions for
3 advertisement attachment when said digital content is
4 registered as the object to be auctioned, said conditions
5 including at least a time condition for limiting a time period
6 during which said digital content with said advertisement
7 attached thereto is published, and said publishing means

8 publishes said digital content to which said advertisement is
9 attached in accordance with said time condition specified when
10 said digital content is registered as the object to be
11 auctioned.

1 8. A system for distributing digital content, comprising:

2 means for collecting advertising content to be attached to
3 music content including recorded digital data of music;

4 means for combining said music content with said collected
5 advertising content to produce music content with advertisement
6 so that the advertisement is reproduced before, after, or
7 during the performance of the music; and

8 means for publishing on the Internet said music content
9 with advertisement produced by said content combining means.

1 9. The digital content distributing system according to
2 Claim 8, wherein said collecting means comprises means for
3 specifying at least an insertion position of said advertisement
4 to be attached to said music and a length of said advertisement
5 as conditions for attaching said advertising content to said
6 music content.

1 10. A system for distributing digital content,
2 comprising:

3 means for collecting advertising content to be attached to
4 video content including recorded digital video data;

5 means for combining said video content with said collected
6 advertising content to produce video content with advertisement
7 so that the advertisement is reproduced before, after, or
8 during the playback of the video; and

9
10 means for publishing on the Internet said video content
with advertisement produced by said content combining means.

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12 11. The digital content distributing system according to
Claim 10, wherein said collecting means includes means for
specifying at least an insertion position of said advertisement
to be attached to said video and a length of said advertisement
as conditions for attaching said advertising content to said
video content.

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14 12. A method for distributing digital content through a
communication network, comprising the steps of:

3 collecting advertising content to be attached to digital
4 content to be distributed under a condition of payment to a
5 provider of said digital content;

6 combining said digital content with said collected
7 advertising content; and

8 publishing on said communication network said digital
9 content to which said advertising content is attached.

13. The digital content distributing method according to
Claim 12, wherein said collecting step comprises the steps of:

3 specifying advertisement attaching conditions for said
4 digital content to be distributed, said conditions including at
5 least a time condition for limiting a time period during which
6 said digital content with the advertisement is published and a
7 positional condition for specifying a position in said digital
8 content where said advertisement is inserted; and

9 showing said digital content and said advertisement
10 attaching conditions for said digital content to advertising
11 content providers;

12 wherein said publishing step publishes said digital
13 content in accordance with said time condition included in said
14 advertisement attaching conditions.

1 14. The digital content distributing method according to
2 Claim 12, wherein said publishing step comprises the steps of:

3 accepting through said communication network a request for
4 sending said digital content; and

5 sending said digital content to an information processing
6 terminal issuing said request without charging.

1 15. A method for distributing digital content through a
2 communication network, comprising the steps of:

3 receiving and registering digital content to be
4 distributed;

5 performing an auction for advertisement providers on the
6 communication network for attaching advertising content to said
7 registered digital content;

8 combining advertising content provided by an advertisement
9 provider who has made a successful bid for said registered
10 digital content with said digital content; and

11 publishing on the communication network said digital
12 content to which said advertising content is attached.

1 16. The digital content distributing method according to
2 Claim 15, wherein said registering step comprises the steps of:

3 specifying advertisement attaching conditions including at
4 least a time condition for limiting a time period during which
5 said digital content with the advertisement is published; and

6 showing said registered digital content and said
7 advertisement attaching conditions specified for said digital
8 content to said advertisement providers;

9 wherein said publishing step publishes said digital
10 content in accordance with said time condition included in said
11 advertisement attaching conditions.

1 17. The digital content distributing method according to
2 Claim 15, wherein said publishing step comprises the steps of:

3 receiving through said communication network a request for
4 sending said digital content; and

5 sending said digital content to an information processing
6 terminal issuing said request, without limiting duplication of
7 said digital content.